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**FOR IMMEDIATE RELEASE**

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**2007 World Ag Expo: Dairy Seminars Schedule of Events**

**TULARE, Calif.**— A variety of Dairy Profit Seminars will be presented in the Hilvers Building during the 2007 World Ag Expo, Feb. 13-15. The Hilvers Building is located on the east end of the show grounds along Median and S Streets.

**Tuesday, Feb. 13, 2007**

**10:50**

Dairy Checkoff Producer Report

**11 a.m.**

“Marketplace Mania” – Dairymen are faced with a multitude of pressures from the marketplace today that impacts how they produce their milk. What choices do producers actually have?

**11:45 a.m.**

Western DairyBusiness magazine honors Outstanding Dairy Producer, Doug Maddox of RuAnn Dairy and Maddox Dairy, Riverdale, Calif.

**Noon**

“Nutrient Management and Water Quality Issues.” – Environmental concerns on dairies are consuming more and more of a producer’s time and energy. Tighter nutrient management policies and water regulations demand change on dairies. The industry is doing its best to be proactive and innovative. Panelists discussing this issue includes, Marsha Campbell-Mathews, UC Davis, nutrient management specialist, moderator; Joey Ariosa, dairy producer, Tulare, Calif.; Bruce Livingston, consultant, Tulare; Mike LaSalle, attorney, Hanford, Calif.

**1 p.m.**

Dairy Checkoff Producer Report

**Wednesday, Feb. 14, 2007**

**10 a.m.**

“Precision feeding: Technological solutions for feed mixer wagons for a perfect feed nutritional value.” – Charles J. Sniffen, president, Fencrest, LLC, Holderness, NH presents a program on the IRM system and integration with the TOP SCALE for a full automation of the feeding system and enhanced nutritional balances. Part of the presentation will show the real benefits of this technology: to increase production; to obtain the best microbial growth in the rumen; to optimize milk quality; to improve the health of the cows; to minimize environmental impact.

**10:50 a.m.**

Dairy Checkoff Producer Report

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**11 a.m.**

“Reproductive Issues in Your Dairy Herd.”

**11:45 a.m.**

Western DairyBusiness magazine honors Outstanding Dairy Industry Pioneer/Service Provider, Stanley E. Bird, president of Imagination Unlimited Consulting Group, New Brighton, Minn., and Mesa, Ariz.

**Noon Lunch**

“Immigration and the Dairy Industry.” Immigration reform is still on the front burner of the political agenda. The question for the dairy industry in the West is, will politicians come up with a solution that will work for agriculture? Mike Marsh, executive director, Western United Dairymen, moderator/panelist; Luawanna Hallstrom, California FB Federation, labor vice chair; Dairy producer, Ray Souza, Turlock.

**1 p.m.**

“Bottom Line Strategies.” – Genske, Mulder & Co., presents a panel of financial experts who will cover all aspects of dairy financial management that will improve your bottom line.

**2 p.m.**

Dairy Checkoff Producer Report

**Thursday, Feb. 15, 2007**

**10:50 a.m.**

Dairy Checkoff Producer Report

**11 a.m.**

“Surviving Milk Price Downturns.” – When milk prices drop to red-ink levels, if steps haven’t been taken to prepare for such downturns, dairies can be at risk. Panelists will discuss systems to help prepare for significant declines in milk prices. Moderator, John Ellsworth, Success Strategies; panelists Jim Tully, Pine Creek Nutrition Service; Brian Lemons, Yosemite Farm Credit; John Fiscalini, Modesto, Calif., dairyman and farmstead cheese producer.

**11:45 a.m.**

Western DairyBusiness magazine honors Outstanding Dairy Industry Educator/Researcher, John Kirk, University of California, Davis veterinarian and Extension dairy specialist, retired.

**Noon Lunch**

“Practical Biosecurity: Does it really matter?” – John Kirk, UC Davis, dairy specialist, now retired, spent much of his career helping dairy producers adopt policies and procedures on their dairies, which worked toward keeping their herds safe and their milk supply secure. He will share practical programs, which producers can adopt to minimize risk of severe disease outbreaks and lost production.

**1 p.m.**

“Looking Down the Road: Solutions for Dairy Industry Prosperity.”

**2 p.m.**

Dairy Checkoff Producer Report

*The 40<sup>th</sup> annual World Ag Expo is Feb. 13 – 15, 2007. For more information call 800-999-9186 or 559-688-1751 or visit [www.worlagexpo.com](http://www.worlagexpo.com).*

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